have freedom to work out suitable remuneration packages for their managerial personnel within the prescribed limits.

Industrial Development Bank of India (IDBI) have reported that no formal advice has been issued by financial institutions (FIs) to their nominee directors regarding remuneration of managerial personnel in assisted companies. However, the nominee directors of FIs are expected to act in the best interest of the assisted company and also safeguard the interests of the FI concerned. The nominee directors periodically submit their reports to the FIs concerned on the board meetings attended by them. Based on their reports, where necessary, FIs take up issues with the assisted companies.

Promotions of Field Publicity Officers

2056. SHRI NYODEK YONGGAM: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that large number of Field Publicity Officers (FPOs) under the Ministry of Information and Broadcasting are serving in the country particularly in the North-Eastern Region for the last 20-30 years, not getting any promotion;

(b) what are the categories of such officers who do not have any promotional avenues throughout their careers;

(c) how many such officers have been promoted to higher posts during the last three years, year-wise and State-wise;

(d) whether these officers had appealed to Government for promotion to higher cadre through the Central Administrative Tribunal (CAT) in the recent past; and

(e) if so, what was the outcome of the CAT's verdict in this regard?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO): (a) to (c) The present total sanctioned strength of 245 posts of Field Publicity Officers in the Directorate of Field Publicity comprises 188 posts belonging to Indian Information Service Cadre and 57 posts as Field Publicity Officers (Border). The Field Publicity Officers (Border) who were recruited directly through Union Public Service Commission during 1965-66, 1972-74 and 1991-94, do not have promotional avenues at present and none of these officers has got promotion during the last 3 years.

(d) and (e) The application moved by some FPOs (Border) in the Calcutta Bench of the Central Administrative Tribunal (CAT) has been admitted and listed for next hearing on 13.9.1995.

Cost of IB Power Project in Orissa

2057. SHRI K. R. MALKANI: Will the Minister of POWER be pleased to state:

(a) whether it is a fact that he had written to the then Chief Minister of Orissa in January, 1994 that though the Central Electricity Authority had cleared the IB Power project with AES of USA at a certain cost, there can be scope for further reductions;

(b) if so, why did the CEA clear this project at a higher cost;

(c) whether Government took steps to have the cost reduced;

(d) if so, the details thereof; and

(e) if not, the reasons therefor?

THE MINISTER OF STATE IN THE MINISTRY OF POWER (SHRIMATI URMILA BEN CHIMANBHAI PATEL) (a) to (e) Ministry of Power had written the letter under reference to former Chief Minister in January, 1994, when this proposal was at intitial stages and the costs and various terms and

conditions of tariff were under negotiation between AES and the Government of Orissa. Subsequently, cost estimates of the project were scrutinised by Orissa State Electricity Board (OSEB) and followed by techno-economic clearance by Central Electricity Authority (CEA) in the month of August, 1994. Further, at the time of the finalisation of PPA, Government of Orissa and OSEB had detailed negotiations with AES before signing the final Power Purchase Agreement (PPA) in the month of January, 1995 for this project.

विज्ञापन प्रसारण के लिए शुल्क लगाए जाने संबंधी मानदंड

2058. **श्री अजीत जोगी:**
श्रीमती वीणा वर्मा:

क्या सूचना और प्रसारण मंत्री यह बताने की कृपा करेंगे कि:

(क) दूरदर्शन को चालू वर्ष में अब तक विज्ञापनों के प्रसारण से कुल कितने राजस्व की प्राप्ति हुई है;

(ख) विज्ञापनों के प्रसारण हेतु शुल्क प्रभावित करने के लिए क्या मानदंड अपनाए जाते हैं;

(ग) किस विज्ञापन कंपनी से तथा किन-किन विज्ञापनों से अधिकतम राजस्व की प्राप्ति हुई है;

(घ) क्या अधिक विज्ञापनों के कारण आधे घंटे की अवधि के धारावाहिकों का प्रसारण मात्र बीस मिनट में हो रहा है;

(ङ) यदि हां, तो तत्संबंधी ब्यौरा क्या है; और

(च) यदि नहीं, तो इसके क्या कारण है?

सूचना और प्रसारण मंत्रालय के राज्यमंत्री (श्री के० पी० सिंह देव): (क) 1.4.95 से 31.7.95 की अवधि के दौरान अर्जित सकल राजस्व 107.50 लाख रुपए है।

(ख) विज्ञापन दर सूची ढांचा कार्यक्रम के प्रसारण समय, कार्यक्रम की लोकप्रियता तथा नेटवर्क की पहुंच जैसे कारकों के संयोजन द्वारा निर्धारित किया जाता है।

(ग) निम्नलिखित एजेंसियों ने डीडी-1 तथा डीडी-2 के कार्यक्रमों पर अत्यधिक व्यवसाय किया:—

(1) क्रिएटिव आई, (2) फेम कम्युनिकेशन्स, (3) निम्बस कम्युनिकेशन्स, (4) सागर एन्टरप्राइजेज़, (5) मीडिया एशिया, तथा (6) लिंटास इण्डिया, आदि। उत्पादवार रिकार्ड नहीं रखा जाता है।

(घ) से (च) जी, नहीं तथापि, दूरदर्शन विज्ञापनों से अधिक व्यवसायिक राजस्व प्राप्त करने के उद्देश्य से कई प्रकार के कार्यक्रमों जिनके दर्शकों की संख्या अपेक्षाकृत अधिक होती है, में अधिक संख्या में विज्ञापन बुक करता है।

Loan ceiling enhanced by IDBI

2059. SHRI G. Y. KRISHNAN: Will the Minister of FINANCE be pleased to state.

(a) whether it is a fact that recently Small Industries Development Bank of India has enhanced the ceiling on soft loan assistance under National Equity Fund (NEF) scheme from 15% to 25% to SSI units; if so, what are the details thereof;

(b) the eligibility of the entrepreneurs to avail such assistance; and

(c) whether SIDBI will directly provide this assistance referred to in part 'a' above or under refinance scheme?

THE MINISTER OF STATE IN THE MINISTRY OF FINANCE (SHRI M.V. CHANDRASHEKHAR MURTHY): (a) and (b) Yes, Sir. The Small Industries Development Bank of India (SIDBI) has enhanced the ceiling on soft loan assistance from the present level of 15% of the project cost subject to a maximum of Rs. 1.5 lakh per project to 25% of the project cost subject to a maximum of Rs. 2.5 lakh per project. There is however no change in the existing level of promoter's contribution at 10% of the project cost. The following projects/entrepreneurs are eligible to avail such assitance.

(i) New projects in tiny and small scale sectors for manufacture, preservation or processing of goods irrespective of the location (except for the units in metropolitan areas)